

Appendix *Land Use Analysis* **A**

The two figures in this appendix are given as a supplement to Chapter 3 (Land Use & Zoning). These figures give a more detailed examination of the research and discussion that contributed to the development of the land use and zoning recommendations in the Southwest Downtown Plan and in the proposed Mixed-Use Zoning District.

Land Use Definitions

One of the first exercises in the neighborhood public workshops was to examine how land uses in the Plan Area are changing and determine which uses the neighborhood wanted to encourage. In land use voting exercises at the June 6 and 24th, 2003 public meetings, lists of land uses under consideration were posted with their definitions and participants voted their preferences. The results became the basis for the permitted land uses in the proposed Mixed-Use Zoning District. Figure A.1 lists the land uses and definitions from these exercises. Only the preferred uses are included. Those that were eliminated in voting have been omitted.

Figure A.1: Land Use Definitions

Use	Definition as Provided in Public Workshop on Land Uses
Administrative and Business Services	Offices or private firms or organizations which are primarily used for the provisions of executive, management or administrative services. Typical uses include administrative offices, and services including real estate, insurance, property management, investment, personnel, travel, secretarial services, telephone answering, photocopy and reproduction and business offices of public utilities, organization and associations, or other use classifications when the service rendered is that customarily associated with administrative office services.
Assisted Living	A combination of housing, supportive services, personalized assistance, and health care designed to respond to the individual needs of those persons who need help with activities of daily living but who do not require continuous skilled nursing care.
Bed and Breakfast	A private residence or commercial operation that offers sleeping accommodations and serves breakfasts at no extra cost to its lodgers.
Commercial Parking	Parking of motor vehicles on a temporary basis within a privately owned off-street parking facility, other than accessory to a principal use. Typical uses include commercial parking lots or parking garages.
Community Service Facilities	Uses of a public, nonprofit, or charitable nature providing professional service of an ongoing education, training, or non-correctional counseling to the general public, on a regular basis, without a residential component. Typical uses include libraries, museums, senior centers, community centers, youth club facilities, and social service facilities. Does not include soup kitchens.
Day Care	Day care (in home): A residential use, in which an individual or organization provides daytime care for six or fewer children not related by blood or marriage to, or not the legal wards or foster children of, the attendant adult. Day care (all other): A non-residential building where care, supervision, custody or control is provided for children or adults for any part of a 24-hour day up to 12 hours of total daily operation.
Eating Establishments	An establishment engaged in the preparation and retail sale of food and beverages for on-premises consumption. Typical uses include restaurants, fast food restaurants, diners, cafeterias, bars and taverns, and dinner-houses.
Food Sales	An establishment engaged in the preparation and retail sale of food and beverages for off-premises consumption. Typical uses include groceries, delicatessens, meat markets, retail bakeries, candy shops, ice cream parlors, and other specialty food sales.
Indoor Entertainment Activities	Participatory and spectator-oriented recreation and entertainment uses conducted within an enclosed building. Typical uses include bowling alleys, game arcades, pool halls, dance halls, and movie or other theaters.
Laundry Services & Dry Cleaning	A personal service-oriented establishment primarily engaged in providing drop-off dry cleaning and laundry services.

(Continued)

Figure A.1 (continued)

Use	Definition as Provided in Public Workshop on Land Uses
Limited Art & Craft Studio	An establishment primarily engaged in the sale of goods which are custom produced in small quantities, often one of a kind. The use may include the sale or production of goods or a location for arts and crafts activities in a class or studio. Typical uses include galleries, arts and crafts studios, custom tailoring and dressmaking shops, retail art supplies and hobby materials, florist shops, photographic studios, picture framing shops, and arts and crafts schools.
Museum	A public facility primarily devoted to the procurement, care and display of objects of lasting interest or value.
Office	The use of a building or a portion of a building for the provision of executive, consulting, professional, management, or administrative services. Typical uses include administrative offices and services including real estate, law, architecture, design, engineering, accounting, insurance, property management, investment, personnel, travel, secretarial services, telephone answering, and business offices of public utilities, organizations and associations, or other use classifications when the service rendered is that customarily associated with office services.
Office, Medical	A use providing consultation, diagnosis, therapeutic, preventative, or corrective personal treatment services by doctors, dentists, medical and dental laboratories, or similar practitioners of medical and healing arts for humans, licensed for such practice by the state.
Outdoor Entertainment	Participatory and spectator-oriented recreation and entertainment uses conducted in open, partially enclosed, or screened facilities. Typical uses include sports arenas, racing facilities, amusement parks, golf driving ranges and miniature golf courses.
Park	Park, linear/linkage: Usually developed around a natural resource such as a creek, river, or lakeshore. Park, neighborhood: A site of approximately 1 to 15 acres which serves the area within ¼ to ½ mile radius with both active and passive recreational opportunities.
Passenger Terminals	Facilities for the takeoff and landing of airplanes and helicopters, and terminals for rail or bus service. Typical uses include bus passenger terminals, train passenger terminals, airports, and helicopter landing facilities.
Plant Nursery	A retail-sales oriented establishment where plants are propagated and raised for future planting out or sale which supplies vegetable and flower plants, shrubs and trees to the home-garden market.
Retail Sales and Services	An establishment primarily engaged in the sale, lease or rent of new or used products to the general public, including those providing personal services, entertainment, product repair or sales of consumer goods.
Single-Family Residences	Single-family, detached home: A single dwelling unit, located by itself on a single lot with no other dwelling units attached.
Townhouse Residences	A medium intensity land use devoted to moderate density attached residential development. May be developed in a fee simple or condominium configuration.
Upper-Story Residential	Dwelling units in a building with ground-level non-residential uses.

District Design Guidelines Report Recommendations

The City of Round Rock contracted with Carter Design Associates of Austin, Texas to produce specific guidelines for preserving the Plan Area's character that could be used in the Plan and future ordinances. The firm conducted a visual survey to identify aspects of the area's historical development pattern that give it character, and then produced a report with a set of design recommendations to aid in preserving those patterns. The Report is summarized on pages 3-2 to 3-3 and the recommendations are summarized in the table on the facing page (Figure A.2).

The Report distinguishes between the characteristics of the major streets (Main and Brown) and the other streets within the Plan Area, and advises different development and design guidelines for each type. These guidelines shape character through scale, orientation, proportion and attention to the public space, without specifying a particular architectural style or period. Many of these concepts were adapted through later Plan decisions, which are reflected in Chapter 7 (Civic Design) and Chapter 8 (Design Recommendations). The design and development features in Figure A.2 are presented in their original form, and do not reflect these later changes.

Figure A.2: Design and Development Features Recommended by Carter Design Associates*

* These recommended design and development features come from the Carter Design Associates report, which was completed at the beginning of the planning process. These features have not been altered to reflect later Plan decisions.

	MAIN STREET	BROWN STREET	OTHER DISTRICT STREETS
Right of Way (ROW) Width	100'	80'	80'
Suggested Road Width Including Parking	65'	55'	44'
Parking	Angled	Parallel	Residential Parallel
Front Setback	0'	10'	Average 20'
Public ROW with Landscaping and/or Amenities	17'-6"	12'-6"	10' Sidewalk and Planting Strip 8' Landscaping Zone
Building Height	48'	38'	28'
Suggested Uses	Main Street Retail Residential/Commercial /Retail Mixed-Use Commercial Restaurant Office	Multi-Family (Small Scale) Commercial/Office Mixed-Use Community Service Offices Office Civic	Residential Residential/Office Mixed-Use Boutique Retail Bed & Breakfast Office
General Development Guidelines	Design new structures to complement traditional Main Street building forms Engage pedestrians with Interactive first level Stress verticality of structure but clearly mark horizontal separations Feature display windows Use pediments and articulated corner details Use pedestrian scale building materials Infill vacant lots	Encourage public/private ROW improvements Encourage removal of improvements in the ROW Animate public ROW with awnings, trellises & canopies Emphasize entrances with public open spaces, art and other decorative features Design pedestrian improvements to encourage connection between the retail and civic centers	Design new structures to be residentially scaled and detailed Design street improvements to discourage speeding and cut through traffic Provide sidewalks and enhanced pedestrian connections Continue tradition of specimen tree planting and landscaped street yards. Encourage public/private partnerships to develop landscape options Provide parking required for businesses to the rear of structures

